

JAIPUR RUGS

Press preview

Milano, March 2023

JAIPUR RUGS LAUNCHES TWO NEW COLLECTIONS DESIGNED BY WOMEN-LED INTERNATIONAL DESIGN STUDIOS. A TRIBUTE TO BEAUTY AND CREATIVITY.

Jaipur Rugs, one of the leading handmade rug manufacturers in India, announces the launch of the new collection for the upcoming **Milano Design Week 2023** designed by two women-led design studios, **Pavitra Rajaram Studio** and **Studio Irvine**.

The collections are a reflection of the vision and creativity of the two designers, **Pavitra Rajaram** and **Marialaura Irvine**. Both celebrate the beauty of traditional Indian craftsmanship and contemporary design sensibilities.

*"Working with Pavitra and Marialaura has been an absolute delight," says **Yogesh Chaudhary**, CEO of Jaipur Rugs. "Their unique perspectives and design sensibilities have resulted in a collection that is truly one-of-a-kind. We are proud to support women-led design studios and to promote sustainable and ethical manufacturing practices."*

Pavitra Rajaram Studio is known for its innovative designs that blend traditional and contemporary styles. The **Majnun** - that means crazy - rugs collection is a **reflection of Indian culture and heritage**, showcasing intricate patterns and designs that have been passed down through generations.

"The result is a collection that is as old as it is new, steeped in the cultural tradition of the intermingling Silk Road and the continuum of a long unbroken line of designers, dreamers and carpet makers. All is majnun.", says Pavitra Rajaram.

From **traditional Shikargah** that found their way to stately English homes in the 18th and 19th centuries, to the **hypnotic tantric tiger rugs of Tibet**, the carpets re-interpret traditional motifs and patterns in a new way. The traditional **Bid-Majnun or weeping willow motif** is reinvented in the manner of a Chinese scroll painting and the folk tradition of the Afghan war carpets, which are a testament to their painful history of war and conflict, are adapted to **Indian colonial narrative**.

Marialaura Irvine's designs, on the other hand, are **inspired by nature, materials and architecture**. Her rugs **Postorganic** collection is characterized by strong colors and textures. The **material and its layering process** become an element of **investigation** and **inspiration** for the designer. In an interplay of texture and color, the rug revealed a visual and tactile depth, **inviting the viewer into contact with the surface**.

"A visit, a story, a detail, an insight, a search: overlaid traces that create layers of memories and materials. Postorganic is a tale in constant transformation", says Marialaura Irvine.

Together, Pavitra and Marialaura have created a **sensitive collection of rugs** that are not only beautiful but also **socially responsible**. **Jaipur Rugs is committed to ethical manufacturing practices and sustainable sourcing of materials**. The rugs in this collection are made using **natural fibers** like wool and silk, and dyed with eco-friendly colors. Both collections are a **testament to the creativity and vision of women in design**. By collaborating with these two talented designers, Jaipur Rugs has created a range of rugs that are meaningful: these rugs tell a story of the beauty of Indian craftsmanship, the importance of sustainable materials, and the power of women in design.

The new collections will be shown during the Milano Design Week 2023.

Jaipur Rugs | Milano Design Week

Postorganic by Marialaura Irvine

17-23 April 2023

Milano Gallery, Via Marco Minghetti 8 (Piazzale Cardorna), Milano

Salone del Mobile.Milano

Majnun by Pavitra Rajaram

Hall 14 | Booth D31

18-23 April 2023

Fiera Milano Rho

About Jaipur Rugs:

Built in 1978, Jaipur Rugs is passionate about breathing new life into the ancient art of carpet weaving. The company elevate artisans to artists, to bring the world beautifully designed, meticulously handcrafted works of art in the form of rugs. Jaipur Rugs work in direct contact with a community of more than 40,000 artisans, learning from and nurturing each other to flourish as individuals. Every carpet produced is a blessing of love, from the artist to the customers' homes.

Jaipur Rugs has a global footprint selling to over 90 countries, with stores in 7 Indian cities, 3 international stores and a strong online retail presence. With a range of more than 10,000 designs, working in collaboration with renowned global and local designers, in a range of fibres and weaves.

International Press Office

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